



NEWS RELEASE

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E-PUBLISHER SYSTEM STREAMLINES 2.3 MILLION LINE DATABASE FOR WELLS MANUFACTURING

DOWNERS GROVE, ILLINOIS – Over 4,000 catalog pages with 2.3 million lines of ignition components data has now been consolidated into a single, versatile database for one of the world's leading engine products manufacturers by Vertical Development, Inc. With Vertical Development's e-Publisher content management system, Wells Manufacturing Company now has a multi-functional database enabling them to download data in various formats including AAIA and Activant (CCI/Triad) in less time and with greater efficiency than ever before.

One of the world's largest providers of original equipment and automotive aftermarket engine management products, Wells manufactures import and domestic parts for automotive, heavy duty, industrial, marine and agricultural applications. Their line of ignition components alone fills three catalog volumes, making it critical that they have a robust catalog management system in place. Wells' previous database system lacked the functionality needed to update and download data without significant cost and effort, so they contracted Vertical Development to install a more powerful system with greater functionality.

Vertical Development, a leading supplier of content management systems and e-business solutions, had already installed its e-Publisher system for Wells' sister companies Airtex and Champion Laboratories. They installed their e-Publisher system for Wells, while also programming the system to accommodate the larger file structure and greater functionality that were required.

MORE

E-PUBLISHER SYSTEM STREAMLINES 2.3 MILLION LINE DATABASE FOR WELLS MANUFACTURING - CONTINUED

With the e-Publisher system, Wells can now print catalog data in reader page formats in-house, a process they previously had been unable to do through their outside supplier. They can also automatically update AAIA and Activant (CCI/Triad) tables and locator codes, update single product listings or make global changes easily, as well as download data in many different formats whenever they desire.

Vertical Development's e-Publisher system offers a unique mapping process for exporting files in industry standard formats like AAIA, Activant (CCI/Triad), and NAPA, a feature that was extremely important to Wells. It enables Wells to link AAIA formats with Polk vehicle registration data, another feature that was important to the engine products manufacturer.

"We update our catalogs constantly, as often as information comes in. Vertical Development put the functionality and unlimited print output flexibility we needed into our database system, making my job a lot easier," said Wells Catalog Manager Dave Teifke. "Before, we were pretty much locked into one format layout per product, while now we can change each make to suit our tastes, allowing us to print hundreds of different formats and improve the catalog's usability to our customers."

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher and e-Catalog systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their new e-WebCatalog system allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively. VDI's mapping services enable companies without systems to supply data in AAIA, Activant Solutions (CCI/Triad), NAPA, Wrenthead and other retailer formats, while their CD module is designed to create custom CD catalogs. VDI's software has streamlined data management for companies nationwide in a variety of industries, including many of the largest manufacturers in the automotive market. Founded in 1983, the company has offices in Downers Grove and Elgin, IL, and Fremont, CA.

To find out more about the full range of systems and services available through Vertical Development, please call (847) 608-9142, or e-mail rgarand@verticaldev.com. More information can also be obtained by visiting the company's web sites at www.verticaldev.com and www.e-WebCatalog.com.